

## **ManageEngine's IT360 — Pulling Down IT Silos for Enterprises and Enterprise-Class Aspirants**

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### **Management Summary**

It was inevitable, even though it is quite understandable. There is so much to do in today's hyper-busy IT organization. The pace is mind-boggling. There are so many intersecting technologies. And, each technology is on a relentless march toward more features and higher function. Business is demanding more and more from its IT investment – higher performance, better efficiency, and easier-to-use solutions all with less cost. Governmental and regulatory agencies regularly intrude on day-to-day operations. For “on-the-front-line” practitioners, keeping current in your discipline is a huge challenge. The result is that most employees have developed a maniacal focus and impressive expertise – within their own domain. This was done in self-defense and, as unintentional byproduct, they have built knowledge and technology silos around their perspectives. They think and/or pray, “If something goes wrong, please let it not be in my area.”

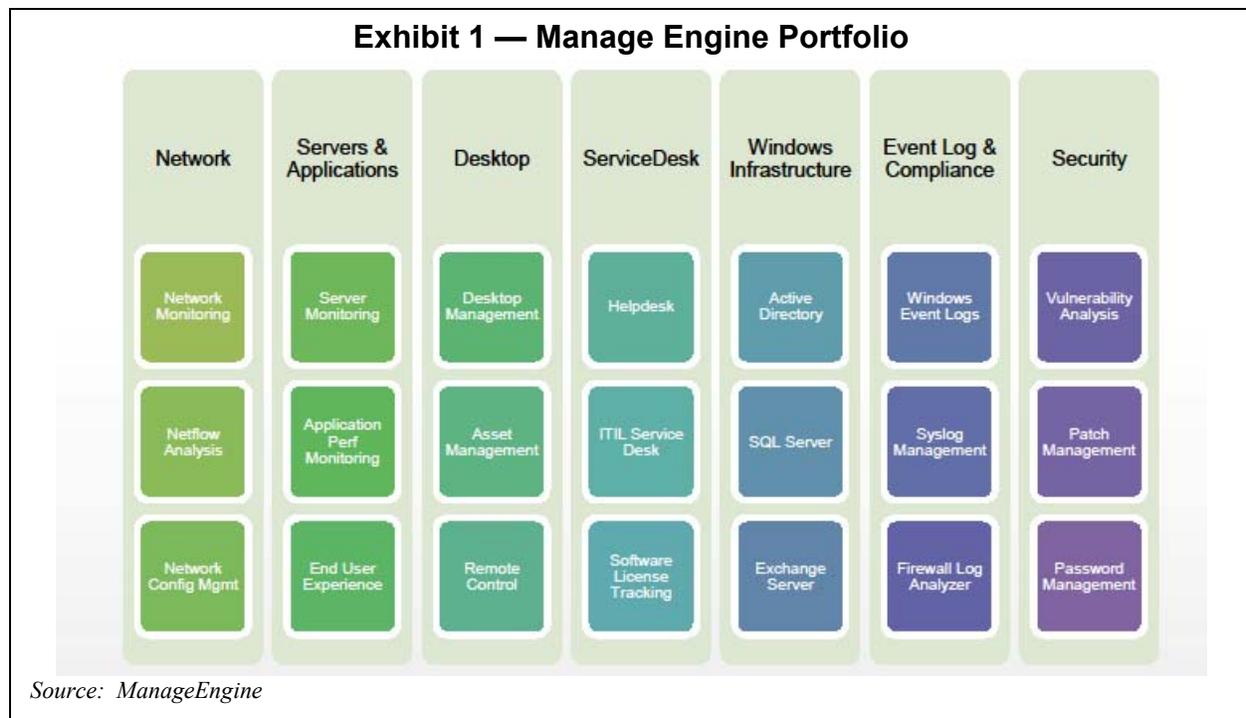
Although these narrowly focused defense mechanisms may be helpful, even necessary, for IT workers, it is almost certainly not in the best interest of the organization as a whole. Those at the top of the corporate management pyramid want their IT departments to be the best they can be within the limits of a reasonable investment. At their level, they owe no particular homage to one vendor (or technology) over another except when analyzing whether their IT investments are living up to expectations as they relate to the needs of the business. Technological silos just seem to erupt even when they are clearly unwarranted, unwanted, and unplanned. Pity the IT leader whose job it is to deliver best-in-class solutions to the business while reporting to the not very empathetic business and financial leadership of the firm.

Good IT leaders are always scanning for areas exhibiting suboptimal results. They may learn about them from upset users or managerial inquiries, or worse, from a technological disaster making negative headlines for the firm in an important journal. In fact, one of their nightmares is that there are so many moving parts that they cannot monitor every area simultaneously. They fret that they have no knowledge that they have an “unforeseen till now” trouble area. If only they could foresee fill-in-the-blank problem areas, they could remediate them proactively or preclude them altogether.

Visibility is the issue. It is impossible to address an issue if you do not know it is there (or where it is) or if you cannot assess its effects. Tools in the diagnostic arsenal tend to be simply insufficient in number, power, and range of coverage. Please read on to learn about a powerful “360 degree” management capability from ManageEngine called *IT360*.

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### IT360, Integrated IT Management

*IT360* is a silo smasher. It is an end-to-end IT management tool appropriate for monitoring the entire enterprise infrastructure. (See Exhibit 1, above.) This includes physical as well as virtual environments, networks, servers, databases, storage, and applications. Contrary to some management tools that each monitor their own slice of the infrastructure (such as storage only, network only, server only, or hypervisor only), *IT360* lives up to its name of providing a full 360-degree view of the datacenter assets. With partial views from multiple tools, there is a distinct opportunity for sub-optimization or worse, contradictory information from each tool. *IT360* knocks down domain silos by reporting on the interfaces between them and by presenting a holistic view.

With *IT360*, IT administrators need to learn only one tool rather than several from each of the domain vendors. Training, therefore, is simplified and management reporting is in a consistent format for better decision making.

*IT360* uses an icon-based representation of elements that it is managing. The GUI allows the user to drill down to lower levels to gather information that is more detailed. This technique means that the user can consider the highest level as a roll up summary of all states of information below it. Much like a consumer's automobile dashboard, *IT360* is monitoring all the moving

pieces at once but showing only certain information, such as speed and oil pressure.

*IT360*'s layering of information (via the drill down technique) means that there is less clutter on the top-level screen, where important information can get lost if too many levels of reporting compete for attention. ManageEngine gets it. They reserve the top view for *Go/No-Go* decisions that are actionable immediately. Inspecting the details can follow.

### IT360, the Product

#### *ITIL Ready*

ITIL stands for the Information Technology Infrastructure Library and is a set of checklists, tasks, and procedures that help organizations organize their IT departments for consistent service definitions and service delivery. This standards activity began in the United Kingdom, has been expanding for well over 10 years, and is used worldwide by most major IT organizations. ITIL is widely recognized as the industry's most authoritative standards frameworks.<sup>1</sup>

*IT360* (at version 8.5 and beyond) is ITIL-ready, meaning there is an inbuilt Service Desk so that trouble tickets can be included in the *IT360* view. Examples include:

<sup>1</sup> The names *ITIL* and *IT Infrastructure Library* have been trademarked by the United Kingdom's Office of Government Commerce (OGC).

- Incident, Problem and Change Management
- Creation, maintenance, and monitoring of the Service Catalog
- Creating Service Catalog with service categories and services
- Automatic redirection for approval when a service is requested
- User group based display of services
- SLA based services
- Additional fields, similar to requests

In addition to this, there is *CMDB (Configuration Management Data Base)* support, whereby elements of the infrastructure known as *CI*s (or *Configuration Items*) are kept current, so that tracking, replacement, repair, or remediation are easier. The inclusion of ITIL information is a natural add-on to the reporting already underway with IT360 and makes it an even more powerful tool.

### ***Single Pane of Glass***

IT360 combines operations management and service management into a single console, resulting in immediate status communication to those with the responsibility to address issues. Operationally, if an icon turns red due to an ongoing error condition, all downstream relationships would also turn red until the offending problem is resolved. This linking of data represents insightful and prioritized reporting.

### ***Product Packaging***

The user has the choice of edition to match his site or company profile. Larger organizations will select the *Enterprise Edition*, while smaller ones will choose the *Professional Edition* (serving up to 8000 *monitors*<sup>2</sup> for observation). Both editions have similar features and functions but they differ in scale. IT360 Professional Edition can scale up to 8,000 network interfaces and 500 servers, and IT360 Enterprise edition can scale up to 40,000 network interfaces and 5,000 servers. To bring it to a common denominator, IT360 Professional can monitor roughly around 1,000 monitors, and IT360 Enterprise can monitor roughly around 8,000 monitors. If you have doubts about which to choose, there are down-loadable trial software modules for you to examine at your own place of business.

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<sup>2</sup> *Monitors* in ManageEngine parlance refer to the objects being examined by the software. They include network devices, servers, applications, and/or traffic.

### ***Alarms and Trouble Ticketing***

Users can create business rules that define when an alarm can open up a trouble ticket. It can be based on alarm severity, nature of the trouble, or source of the alarm. Alarms can automatically open tickets and then assign them to available resources without human intervention. Phone calls and endless status checks will be avoided, as they present multiple opportunities for human error. The actual setting of alarms can be on a site-specific basis. Once an item is outside normal limits, the alarm can be “sounded” by delivering notifications via email to those responsible for fixing the issue. Accountability and visibility are immediate.

### ***Service Desk Inherits Information***

At the Service Desk, information is inherited from linked tickets or linked requests that exist elsewhere in the system. In this way, there is less opportunity for human error and the information that is conveyed is as current as it can be. By having access to the CMDB, a technician could note that since a recent change the number of complaints has been rising. Clearly, this would be an excellent starting point for diagnosis of the reported problem. Taken together, the reports found within IT360 present a comprehensive workflow for on-time resolution of issues.

### ***IT360 Features in Version 9 Representative of Enterprise-Ready Functionality***

The specific features of version 9.0, while impressive, are not as important as the fact that overall IT360 is truly an enterprise-class product. Enterprise-class users as well as those aspiring to be characterized as enterprise-class should review the IT360 offering to see which features will have the best payback for in their business' circumstances. Use the list in Exhibit 2, on the next page, as a starting point.

### ***Ease of Use and Reduced Time Until Effectiveness***

The time to install and implement IT360 is measured in terms of weeks, rather than months. This is primarily due to its straightforward approach and logical design. Technology-specific skills and dedicated domain expertise are not required.

### ***Promoting Collaboration***

When users are working with the same tool across all domains under management, there is a natural opportunity for collaboration and problem solving. Consider a performance issue. The source of the problem could be in the network, in

### Exhibit 2 — Additional Features in IT360 Version 9.0

- Support for Active Directory with single sign on
- Allowing auto refresh of the web console (an option)
- Search via IP address
- Monitoring availability & performance of *Hyper-V*
- Support for Network Address Translation (or NAT) environments
- Reusable process templates
- Improved way to monitor web services including SOAP action and request values
- New REST (or Representational State Transfer) APIs to add, delete, and list different monitor types
- Start, stop, or reboot *Amazon EC2* instances from within IT360
- Additional performance metrics for *MySQL* database servers
- Linking of requests that are similar or are mapped together
- Purchase order options
- Variety of software licensing methods
- Automatic sync of distributed data
- Extensions to remote control feature
- Improved filtering of asset types
- Mobile client support
- And more.

Source: *ManageEngine*

the database, in the server, in the application code, even in the way the users are interacting with the system. IT360 proactively scans multiple domains in the search for resolution. This results in faster time to resolution and overall reduced downtime. The goal is to reduce the number and severity of problems arising because they have been preemptively identified and proactively addressed.

#### **Value Proposition of IT360**

Considering all the functionality that is included inside IT360, pricing could be described as aggressive compared to the other vendors in this segment of the market.<sup>3</sup>

<sup>3</sup> This analysis purposely does not focus on exact or estimated pricing. However, low pricing is a hallmark of IT360. Contact ManageEngine for a custom quote for your particular situation.

ManageEngine promotes its low pricing structure on their website with a marketing program called *90-10*. In the details of that program, ManageEngine asserts that they have 90% of the features at 10% of the price charged by larger vendors in this space.

Pricing typically is set using a price per unit count of:

- Network Devices
- Physical and Virtual Servers
- Applications
- Assets under management, and/or
- Technicians

This consumption pricing methodology allows users to pay for services they use as they use them. If doing a fine grain cost analysis, please remember that IT360 is software running on your server hardware. Therefore, you may want to allocate some of the hardware costs of the server to the cost of the IT360 solution or you may want to procure another server dedicated completely to IT360 and include its costs in your budget.

#### **ManageEngine, the Company**

##### ***50,000 Customers***

ManageEngine has 50,000 different customers from all over the world. That is 50,000 different company names – not just 50,000 installs that may be spread across a far lesser number of companies. Some 60% of these are familiar corporate names representing some of the world's largest companies.

This penetration into large enterprises means two things. First, ManageEngine's portfolio of twenty products contains features and functions that have been accepted as truly enterprise-worthy and enterprise-ready. ManageEngine has met this challenge else, so many leadership firms would not have voted with their budget to keep and buy more copies of its software. Furthermore, ManageEngine's software solutions meet the scalability requirements of large, distributed organizations. In large companies, remote offices range in size and workload scope. Solutions must run optimally regardless of the location, configuration, and the wide variety of workloads.

Second, ManageEngine has a track record for day-to-day enterprise-class support. They have exceeded procurement and support requirements at many of the world's largest organizations.

### ***Not a Start Up But Part of ZOHO***

ManageEngine is not a start up. They have been in business since 1996 and are part of ZOHO (originally known as AdventNet, Inc.). They have remained profitable every year without external funding. This means they have survived the “Dot Com Bubble and Bust”, as well as today’s worldwide economic downturn.

Those managing the company are battle tested (and likely battle-scarred too). Comparing experience profiles of management at ManageEngine to most Internet startups can be a telling difference. Although not absolutely necessary, experience can be extremely helpful when a vendor, such as ManageEngine encounters growth issues. They seem to be doing just fine, however.

### ***Trading Off Risks vs. Functionality in the Hot New Startup***

There may be a new solution from the next new hot Internet startup firm. However, buying from the newest vendor on the Internet block is itself a potential high risk to your business. Perhaps, their solution is less than fully tested. Perhaps the new vendor is not deep enough technically or financially to sustain itself in the market. Or, perhaps the new vendor does not have the support infrastructure to service large multinational firms. Functionality should not be the sole criteria when considering which infrastructure management tool to procure and use. Do not fall into the trap of analyzing features and functions only. Most startups will not have the history or support infrastructure of ManageEngine. You need to assess that risk, as well

### ***Products are Viral – “Good Viral”***

ManageEngine products are finding their way into more and more departments as users tell each other about their satisfaction with it. The products are benefiting from viral expansion that occurs less from a formal marketing campaign and more from a grass roots wildfire that has a life of its own. Two people tell two people who then tell two more and so on. Viral communications can be bad when malware is the game but can be excellent when it is spreading good news and/or seeking out product placements, where product features can be applied readily to solve business problems.

### **From SMB Class to Enterprise Class**

Every small- or medium-sized business (SMB) aspires to become more profitable and more influential, if not bigger, in their industry.

Because they likely have fewer financial resources than larger firms do, they have to be highly selective in how and where they spend their scarce capital. With regard to tools and support structures, they want what they see in use by enterprises larger than they are. They will accept narrower scale but want to retain functionality. Managers of IT departments in SMBs realize that as they grow, the following will become of increasing importance to them as well.

- Enterprise-class features and functions fully tested and vetted for usability and convenience.
- Enterprise-class scalability characteristics that enable ease of growth and expansion of coverage as the business expands.
- Enterprise-class sales and support experience including widespread and increasing geographical coverage mapped to their needs, of course.
- Enterprise-class support paths including toll-free phone numbers, self-help portals, access to fellow users in the community, access to product support experts by telephone or onsite technicians, published escalation and resolution infrastructures with responsiveness guarantees, and warranties.

### **Conclusion**

Pulling down the silos is good for the organization. Products like IT360 from ManageEngine, which promote integrated solutions without unnecessary friction, will carve a space for themselves in enterprises and smaller organizations too. The fact that IT360 comes from a member of the ZOHO family only adds to its pedigree.

Businesses need more than a warning light that signals trouble ahead. They need to know what kind of trouble, what is involved, and what needs to be done. IT360 meets these requirements. Take a close look!



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